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(54) **DISPLAY DEVICE AND CONTROL METHOD THEREFOR**

information can be displayed for the fixed period of time before displaying the article information.

(57) Abstract:

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PURPOSE: To display advertisement information for the fixed period of time before displaying article information by obtaining an article data part corresponding to key information selected from an article index part after completing the display of the advertisement information.

CONSTITUTION: The key information (a') and the article data part index (d) are related and stored in the article index part 15, the display data (c) of the article information and the advertisement information are coexistently stored in a data part 20 and the key information (a') and advertisement control information (e) composed of a timer value (f) and an advertisement data part index (g) are related and stored in an advertisement parameter part 60. When the key information (a') is inputted by a selecting means 40, a control means 30 lets the display data of the advertisement information corresponding to the key information (a') displayed only for the time of the timer-value (f) and then lets the display data of the article information displayed. Thus, the advertisement

